ABSTRACT

A system and method are disclosed for transforming catalog data from multiple supplier sources to a standardized rich content catalog either by the suppliers themselves or by a third party using the system and method of the present invention. Incoming raw catalog data content is cleansed and normalized using an extensive knowledge base of patterns and incoming schemas are appended to the cleansed and normalized data. The resulting rich content catalogs are published for user browsing and data syndication. Users are administered to form groups for purposes of shopping, product pricing, and access authorization.